WE CLAIM:

1. A method for managing subscriber vehicle data in a vehicle data management system comprising:

receiving vehicle data;

storing the vehicle data;

associating at least one client class with at least one corresponding targeted data format;

receiving a client data request from a client;

determining a client identity based on the client data request; and

providing targeted data to the client responsive to the data request wherein the targeted data format is based on the determination of the identified client requesting the client data.

2. The method of claim 1 wherein the vehicle data is received from a data channel selected from the group consisting of: a vehicle communication unit, a telematics unit, a web portal, a database, a service provider, a cell phone, and a personal digital assistant.

3. The method of claim 1 wherein associating a client with a corresponding targeted data format comprises:

defining a role based hierarchy for each client class that associates specific vehicle data with each status; and

building a data format template for each client class based on the role based hierarchy.

4. The method of claim 3 wherein the data format template is a web component configuration.

5. The method of claim 3 wherein the data format template is a voice portal configuration.

6. The method of claim 1 wherein determining a client identity comprises:

parsing the client data request for client identity data; and

determining the hierarchical role of the client.

7. The method of claim 6 wherein the client role is selected from the group consisting of: a portal administrator, subscription service customer, a campaign manager, an engineer, a data analyst, a call center advisor, and a fleet manager.

8. The method of claim 1 wherein providing targeted data comprises:

instantiating a communication portlet that is associated with the determined client class, identity and role;

retrieving vehicle data based on the communication portlet; and

populating the communication portlet with the retrieved vehicle data.

9. The method of claim 8 wherein the portlet is configured to provide targeted data to client classes selected from the group consisting of a cell phone, a web browser, a personal computer, and a PDA.

10. The method of claim 9 wherein the targeted data includes advertisements that are selected based on the class, role and identity of the client.

11. The method of claim 9 wherein the targeted data includes analytical data that are selected based on the client request.

12. The method of claim 1 further comprising: requesting vehicle data from a vehicle communications unit of a vehicle that is identified by the client data request.

13. The method of claim 1 wherein vehicle data is selected from the group consisting of subscription service data, vehicle operating data, vehicle maintenance data, and vehicle lease data.

14. A computer readable medium storing a computer program comprising:

computer readable code for storing received vehicle data;

computer readable code for associating at least one client type with at least one corresponding targeted data format;

computer readable code for determining a client type based on a client data request received from the client; and

computer readable code for providing targeted data to the client responsive to the data request wherein the targeted data format is based on the determination of the client type requesting the client data.

15. The computer readable medium of claim 14 wherein computer readable code for associating a client with a corresponding targeted data format comprises:

computer readable code for defining a role based hierarchy for each client class that associates specific vehicle data with each role; and

computer readable code for building a data format template for each client class based on the role based hierarchy.

16. The computer readable medium of claim 14 wherein computer readable code for determining a client type comprises:

computer readable code for parsing the client data request for client identity data; and

computer readable code for determining the hierarchical role of the client.

17. The computer readable code of claim 14 wherein computer readable code for providing targeted data comprises:

computer readable code for instantiating a communication portlet that is associated with the determined client class, identity and role;

computer readable code for retrieving vehicle data based on the communication portlet; and

computer readable code for populating the communication portlet with the retrieved vehicle data.

18. The computer readable medium of claim 14 further comprising computer readable code for retrieving vehicle data from a VCU of a vehicle that is identified by the client data request.

19. An article for managing subscriber vehicle data in a vehicle data management system comprising:

a computer readable modulated carrier wave;

means embedded in the modulated carrier wave for storing received vehicle data;

means embedded in the modulated carrier wave for associating at least one client class with at least one corresponding targeted data format;

means embedded in the modulated carrier wave for determining a client identity based on a received client data request; and

means embedded in the modulated carrier wave for providing targeted data to the client responsive to the data request wherein the targeted data format is based on the determination of the identified client requesting the client data.

20. A vehicle data management system comprising:

means for receiving vehicle data;

means for storing the vehicle data;

means for associating at least one client class with at least one corresponding targeted data format;

means for receiving a client data request from a client;

means for determining a client identity based on the client data request; and

means for providing targeted data to the client responsive to the data request wherein the targeted data format is based on the determination of the identified client requesting the client data.